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## IMPACT OF TELEVISION ADVERTISEMENTS ON INDIAN VALUE SYSTEM: A PROSPECTIVE AND RETROSPECTIVE APPROACH

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### ABSTRACT

*Now a day's advertisement is one of the significant strategies used by the corporations to communicate and market the product and services. This advertisement helps to communicate the information on products features to the target customers. In this scenario, the way of communication and usage elements used in the advertisements plays crucial role in human behavior. The innumerable advertisements flash on our television screens and it is accused that these advertisements have negative impact on our value system. It is argued that these advertisements are violating our ethical norms, disrespecting culture and degrading women as the weaker sex, leading to sexual Pre-occupation and boosting materialism. The present paper focuses on the television advertisements impact on Indian value system. The study collected data from the 100 respondents who spread across Bengaluru region and uses Anova technique. The results confirm that there is no significant impact of television advertisements in undermining value system.*

### KEYWORDS

advertisement, value system, Ethical norms and materialism.

### INTRODUCTION

Advertising is something more than a sales message that occupies the space in and around new stories, magazine features and television programs. The advertising the products and services in has become most required mode of communication in the market. Advertising is a way of communication with the users of a product or service in the society. The giving advertisements on products and services are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association (AA) of the UK.

Today's young generation is sophisticated than a decade ago. They have sophisticated technology and various options to get the information. Therefore, their interest and preferences are dynamic in nature. Thus, the marketing to the youth is a crucial issue due to varieties of options available in the market. Those options should be attractive enough to gather attention of the youth. Particularly, the options should be combination of color, sound and action, television attracts more viewers than any other medium (with the exception of cinema). The youth deserve special attention because they are prone to accept and orient their views of life according to the dictates of television programs and the advertisements shown on television. Meanwhile, a few part of youth is often intelligent enough to verify the misleading claims of corporations who offers advertisements. The several brands are targeted specifically at the youth. In the Indian scenario, the effect of the television has on youth depends on many factors such as- hours of watch, age, economic condition, social background and personality. More specifically, youth watch alone, with adults, with their parents plays significant impact with them about what they see on television. This information provides the advertiser a mechanism to interact commercially, economically and conveniently with the target audience. It also provides the consumer the knowledge about products and the launch of new products and services.

The advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions. Advertising is about creating a message and sending it to someone, hoping they will react in a certain way. The advertising becomes controversial when questions arise about how it influences people and whether that is a good thing, some say they hate it and that it makes them do things they really did not want to do, some see it as a fashion guide or as entertainment with good jokes, great music and fascinating images.

Advertising has evolved as society has changed. It has had an effect on society and at the same time society it also influencing advertising. The history of television points out the important stages. The word television is derived from ancient greek, 'tel' meaning "far" and "vision" meaning "sight". In 1800's Paul Nipkow developed the first mechanical model of a television. In 1927 Philo Farnsworth invented the first working electronic television. The first electronic colour television was created in 1953 and first broadcast of television pictures began in Germany in 1935. In India today's television world has been divided into three domains.

- a) Television Broadcasting.
- b) Cable services.
- c) Satellite services.

### TELEVISION ADVERTISING

Television advertising is embedded in television programming so most of the attention in media buying, as well as in the measurement of advertising's effectiveness is focused on the performances of various shows and how they engage their audiences. Some programs are media stars and reach huge audiences, other reach small but selected audiences. Television advertising has become the primary medium for moulding the public opinion. Over last few decades it has become incredibly persuasive, powerful and demanded mode of marketing and serving as a hottest platform to sell the products globally as well as locally. It also plays an important role in disseminating culture, information and values due to its accessibility and availability and has brought the world closer together. However, the various criticisms about the role of advertising in our Indian value system have emerged. It observed that the social media in particular advertising in television has never contributed to the growth of the youth in particular socio-economic development and wellbeing. The various European (EU group) nations forbid or severely curtail advertising to children and youth to avoid the negative impact from the Television advertising. However, the television has the capacity to produce both positive and negative effects, and many studies have looked at the impact of television on society.

### LITERATURE REVIEW

During a study of relevant literature one comes across a number of studies which deal with the extent of value degeneration promoted by Television advertising. A review of some of the major studies carried out across different countries during different periods on the same has been done.

Pollary, (1986) On the basis of reviewed literature it has been found that advertisements are generally criticized for targeting youth. Excessive use of sex appeals in the ads has led youth to involve in sexual pre-occupation, leading to undermining the strong Indian values. Chatterji, 2005: Researchers have opened even though we talk about equal status being given to women in our society, still stereotypical portrayal of women in television ads has been criticized by viewers. Roy, (2006) Women critics and feminists for a long time now have been voicing their opinion and fighting against the way women are portrayed in ads. Richins, (1991) examined the impact television on the psychology of the viewer. The study found that the ads which target young women lead them to compare their own attractiveness with the idealized images in the ads, resulting in dissatisfaction of self.

Fay and Price, (1994) A study with almost similar findings was conducted and found that slimming, dieting and body control advertisements directs at young women made them to compare their bodies with media images. Richins, (1995) Studies holds the contention that promotes materialism and consumerism in society. It was pointed that exposure to advertisements enhances materialistic desires of the viewers. Nuta, (2009) Studies indicated that In order to buy the advertised products, people are ready to take loans beyond their repayment capacity are even ready to commit crimes and resort to corruption. As we can see, past research has claimed that advertising is harmful for the society and negatively influences its viewers. The present study is an attempt to test the validity of this claim.

**NEED OF THE STUDY**

The direction in which television ads are aired today leads to finding out appropriate solutions causing diminishing value system amongst youth. Complaints and concerns about television ads have been extensive since their advent. It is not only damaging society, but morality too.

Although some substantial research has been done on the negative consequences of television ads across the world, the distorting of values caused by exposure to them is an unexplored area. Many researchers have not come across much research on this issue in India.

Through this study attempt has been made to evaluate the value implications of inappropriate advertisements being aired on television.

**OBJECTIVES OF THE STUDY**

There exists no consensus about the impact of television ads on the value system of viewers; the accusations that we come across in previous research are grave. This study is an attempt to examine the same in the city of Bangalore, Karnataka. Furthermore, this study is an attempt to understand the set of values or beliefs the viewer might draw when contemplating the ethics of controversial practices in television ads.

**METHODOLOGY AND DATA COLLECTION**

**QUESTIONNAIRE DEVELOPMENT**

A questionnaire was developed that had statements on the potentially troublesome impact that television ads have on value system practices by youth. These questionnaires are issued to the persons directly who watch the television and collected the response. The respondent’s age is restricted to 18 years to 29 years. The systematic random sampling technique used to collect the data. A total of 100 questionnaires were administered out of which 50 were male respondents and 50 female respondents. The study was conducted in the city of Bangalore in Karnataka. The data collected through questionnaire used in the ANOVA technique to find out significant difference of opinions of respondents.

**HYPOTHESIS**

Ho: There is no significant impact of television advertisements in undermining value system.

Ha: There is significant impact of television advertisements in undermining value system

**RESULTS AND ANALYSIS**

**TABLE 1: THE NUMBER OF RESPONDENTS APPROVED POSITIVELY TO THE GIVEN STATEMENTS**

Statements	Variables	Female	Male
S <sub>1</sub>	Tv ads perpetuate negative stereotypes of women	42	23
S <sub>2</sub>	Tv ads exploit society	40	36
S <sub>3</sub>	New openness in TVC such as in commercials for feminine hygiene products is embarrassing.	33	34
S <sub>4</sub>	Tv ads lead to rise in crime violence against women	25	20
S <sub>5</sub>	Tv ads portray women as weaker sex	28	32
S <sub>6</sub>	Tv ads undermine traditions and culture	40	37
S <sub>7</sub>	Tv ads confront the time tested and religiously accepted principles of our society.	43	40

Source: Researchers compellation.

**Note: The total numbers of respondents are 100 out of which 50 are female and 50 are male respondents.**

The above table shows that the majority of the female respondents are agree that the television advertisements are negative stereotypes of women. However, only 46% of males agree that television advertisements are negative stereotypes of women. The overall responses of the female and male respondents are almost similar in nature.

**ANOVA TABLE**

Source of variation	Sum of squares	Df	Mean Squares	F
Between samples	485.86	6	80.98	F <sub>cal</sub> = 2.59
Within samples	218.5	7	31.21	F <sub>tab</sub> = 3.87

$V_1 = 6, V_2 = 7, \alpha = 5\%$

$F_{cal} < F_{tab}$

$2.59 < 3.87$

Therefore, Null hypothesis is accepted.

The above table shows that statistics of ANOVA test. The calculated value of ANOVA falls under standard table value. This result shows that there is no significant impact of television advertisements on youth. The above statistics prove that there is significant difference between female and male respondent’s opinion on television advertisements.

**CONCLUSION**

This study examined the impact of television advertisements on youth and their value system. The ANOVA used test the hypothesis and proved that the acceptance of the null hypothesis. This study concludes that television advertisements do not affect undermine the value system of urban youth. In respondents group, only youth are considered, this seems to be limitation of the study. The parents’ response on television advertisements would be different. The future research can be done by using rural youth and adding parents in respondents group.

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